

# Agenda

## Washington State Colorectal Cancer Task Force

5/10/2004

2 Hours, 25 Minutes

Residence Inn by Marriott

Pudget Sound Room

800 Fariview Ave N.

Seattle, WA 98109

(206) 624-6000

**Facilitator: Pamela Mitchell**

**Note taker: Kathryn Horwath**

**Timekeeper: Kathryn Horwath**

### Agenda topics

10	Welcome and Introductions	Pam Mitchell
20	Comprehensive Cancer Control	Garry/Elisabeth
20	Colorectal Cancer Grant	Pam Mitchell
20	Colorectal Cancer Awareness Programs	ACS-Cynthia Bush
10	KAP Survey Update	ARCNW-Peggy Hannon
20	The Media and Cancer Screening Messages	ARCNW-Peggy Hannon
10	Community Activities	Tom Lindquist
30	Next Steps	Pam Mitchell

<b>Time</b>	<b>Agenda topics</b>	<b>Lead</b>
<b>10</b>	<b>Welcome and Introductions</b>	<b>Pam Mitchell</b>
<p>Introductions were made. There were 12 people in attendance.  <i>Attendance record on file.</i></p>		
<b>20</b>	<b>Comprehensive Cancer Control</b>	<b>Garry/Elisabeth</b>
<p>This agenda item was skipped based on knowledge of those in attendance.  <i>Copy of presentation on file.</i></p>		
<b>20</b>	<b>Colorectal Cancer Grant</b>	<b>Pam Mitchell</b>
<p>Pam Mitchell, the Project Coordinator for Washington State Comprehensive Cancer Control Program's Colorectal and Prostate grants gave an overview of Colorectal Cancer in Washington State. She presented information about the grants from CDC to fund Colorectal activities in Washington. Pam also laid out an overview of the Colorectal Cancer Task Force and its planned roles &amp; responsibilities. An official membership form for the Colorectal Cancer Task Force was presented and discussed. Attendees were encouraged to complete and return the membership form at the end of the meeting.</p> <p><i>Copy of presentation on file. Task Force membership application on file.</i></p>		
<p><b>Action items:</b> All attendees were asked to complete and return the Colorectal Cancer Task Force membership form</p>		
<b>20</b>	<b>Colorectal Cancer Awareness Programs</b>	<b>ACS-Cynthia Bush</b>
<p>To guide the colorectal cancer awareness campaign, The ACS was contracted to identify existing programs and materials designed to increase public awareness of colorectal cancer by completing and inventory from multiple statewide sources. The inventory included information on the goals, target population and nature of the awareness campaign. A literature review was also conducted to review and identify those programs and materials that have been evaluated for effectiveness. Cynthia Bush, Detection and Health Promotions Director for the American Cancer Society presented their findings of this assessment Colorectal Cancer will be the number one focus of ACS for 2005.</p> <p><i>Report on file</i></p>		
<b>10</b>	<b>KAP Survey Update</b>	<b>ARCNW-Peggy Hannon</b>
<p>Peggy Hannon, PhD, Research Scientist at the Alliance for Reducing Cancer, Northwest (ARC NW) presented an overview of the Knowledge, Attitudes and Practices (KAP) survey of physicians. This survey will attempt to capture physician's knowledge, attitudes and practices regarding colorectal and prostate cancer screening. The content of the survey has been finalized and the survey is currently undergoing pilot testing. The survey will be administered by the Gilmore Research Group. The goal is to get 500 surveys completed and returned.</p> <p><i>Copy of presentation on file.</i></p>		

<b>20</b>	<b>The Media and Cancer Screening Messages</b>	<b>ARCNW-Peggy Hannon</b>
<p>To guide the colorectal cancer awareness campaign, ARCNW was contracted to conduct a literature review and prepare a report summarizing the important issues that determine the effectiveness of media messages to increase cancer screening. Peggy Hannon presented her findings on the impact of fear appeals in cancer screening messages. The impact of the wording of information about the benefits of being screened (gain-frame) and the risks of not being screened (loss-frame) was also discussed.</p> <p><i>A copy of the presentation and report on file.</i></p>		
<b>10</b>	<b>Community Activities</b>	<b>Tom Lindquist</b>
<p>Tom Lindquist spoke to the group along with Steve Litzow from the Mercer Island Rotary Club regarding their desire to change Mercer Island Rotary sponsored Run Day to focus on Colorectal Cancer. This Run Day consists of an 8k run, 3 mile walk, and a kid dash. There were 2,500 participants last year while they hope to expand it to 7,500 – 10,000 in the next 5 years. Katie Couric’s foundation is also interested in participating and they are in negotiations to get Ms Couric here for the 2005 event.</p>		
<p><b>Action items:</b> Would the CRC Task Force be interested in:</p> <ol style="list-style-type: none"> <li>1. assisting in organizing a consistent message</li> <li>2. helping with financial or media assistance</li> </ol>		
<b>30</b>	<b>Discussion/Next Steps</b>	<b>Pam Mitchell</b>
<ul style="list-style-type: none"> <li>▪ Pam Mitchell will work on a proposal for a decision making process for the task force.</li> <li>▪ Everyone is encouraged to fill out a task force membership application and turn it in.</li> <li>▪ Next meeting will be scheduled for mid-August</li> </ul>		